



Vision Statement: To make Scotts Bluff County a destination.

Mission Statement: To create a supportive environment that promotes the creation of events, embraces our history, promotes our natural beauty and generates a true interest of our valley as a destination.

February 7, 2018

AMENDED AGENDA

Scotts Bluff Area Visitors Bureau

Tuesday, February 17, 2026

LOCATION: North Commissioners Room/Administration Building

1:15 p.m.

1. Call to Order. Roll Call.

For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.

2. Introduction of guests.

3. Approve February 17, 2026, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve January 14, 2026 minutes, November 2025 lodging, tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report.

5. Marketing Presentation---Steve Maly from Maly Marketing

6. Discuss and Consider Promotion Grant for Legacy of the Plains Museum for a website. (2:00 p.m)

7. Discuss and Consider Incentive grant for Old West Balloon Fest---Colleen Johnson (2:15 p.m.)

8. Discuss and Consider renewal for Placer AI

9. Discuss and Consider idea for National Tourism Week

10. Commissioner's remarks

11. Report from Nebraska Tourism Commissioner Dave Wolf

12. Sub-committee assignments

- Sports Council---Update on Sports Council Meeting/Chuck and Brenda

13. Adjourn Business meeting- March 11, 2026 @ 1:15 location: TBD